

**Minutes of a Special Session of the Common Council of the Town of
Clarkdale
Held on Tuesday, March 26, 2019 at 3:00 P.M.**

A Special Meeting of the Common Council of the Town of Clarkdale was held on Tuesday, March 26, 2019, at 3:00 P.M. in the Clarkdale Police Annex, 49 N. Ninth Street, Clarkdale, Arizona.

CALL TO ORDER – Meeting was called to order at 3:03 P.M. by Mayor Von Gausig.

Town Council:

Mayor Doug Von Gausig
Vice Mayor Richard Dehnert
Councilmember Scott Buckley

Councilmember Bill Regner
Councilmember Debbie Hunseder

Town Staff:

Town Manager Gayle Mabery
Administrative Services Director Kathy Bainbridge
Planning Manager Beth Escobar
Project Manager Mike Gray
Public Works/Utilities Director Maher Hazine
Community/Economic Development Director Jodie Filardo
Sergeant Troy Smith
Human Resources Manager Lonnie Hovde
Town Clerk Mary Ellen Dunn

PUBLIC COMMENT – The Town Council invites the public to provide comments at this time. Members of the Council may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. §38-431.01(G), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism or scheduling the matter for further consideration and decision at a later date. Persons interested in making a comment on a specific agenda item are asked to complete a brief form and submit it to the Town Clerk during the meeting. Each speaker is asked to limit their comments to five minutes.

Kerrie Snyder, Clarkdale resident and business owner – expressed personal appreciation to Town Council and Staff for support of the Downtown Business Alliance (DBA) which has then been able to provide funding for scholarships that the Clarkdale Foundation will distribute.

CONSENT AGENDA - The consent agenda portion of the agenda is a means of expediting routine matters that must be acted on by the Council. All items are approved with one motion. Any items may be removed for discussion at the request of any Council Member.

- A. Reports** - Approval of written Reports from Town Departments and Other Agencies
Building Permit Report – February, 2019
Capital Improvements Report – February, 2019

Magistrate Court Report – None
Water and Wastewater Report – February, 2019
Police Department Report – February, 2019
Special Event Liquor License Recommendation, February, 2019 –
Clarkdale Car Show
CAT/LYNX Transit Report – February, 2019
Verde Valley Humane Society – February, 2019

- B. “Arizona Gives Day” Proclamation** - Approval of a proclamation designating April 2, 2019 as Arizona Gives Day, a day for Arizonans to come together to make donations to as many nonprofits as possible in 24 hours.

Action: Approve Consent Agenda items A & B as presented.

Motion: Vice Mayor Dehnert

Second: Councilmember Hunseder

Vote:

Voting Member	Aye/Nay
Council Member Scott Buckley	Aye
Vice Mayor Richard Dehnert	Aye
Council Member Debbie Hunseder	Aye
Council Member Bill Regner	Aye
Mayor Doug Von Gausig	Aye

NEW BUSINESS

“START BY BELIEVING” PROCLAMATION – Discussion and possible action regarding a proclamation declaring the first Wednesday of April to be Start by Believing Day throughout the Town of Clarkdale.

Start by Believing Day is a public awareness campaign designed to improve the response of friends, family members, and community professional toward the victims of sexual offenses by helping them access supportive resources and engage the criminal justice system.

James Tobin, representing Yavapai College and the law enforcement liaison for End Violence Against Women International, will accept the signed proclamation on behalf of that organization.

Sergeant Smith introduced the topic of the proclamation and James Tobin and Aaron King from Yavapai College Police Department to Council who provided further information to the Council.

Action: Approve the Start by Believing Proclamation.

Motion: Councilmember Buckley

Second: Councilmember Regner

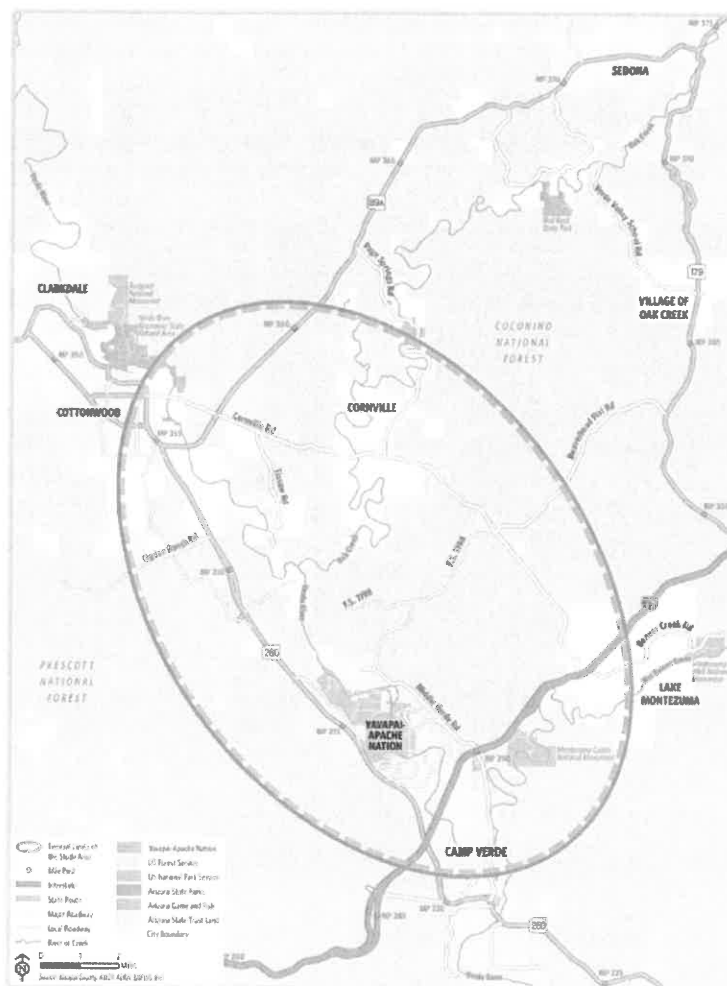
Vote:

Voting Member	Aye/Nay
Council Member Scott Buckley	Aye
Vice Mayor Richard Dehnert	Aye

Council Member Debbie Hunseder	Aye
Council Member Bill Regner	Aye
Mayor Doug Von Gausig	Aye

PRESENTATION BY YAVAPAI COUNTY VERDE CONNECT – A presentation by representatives for the Yavapai County Verde Connect Project regarding process changes and updates for the proposed road connection between Cornville Road and State Route 260.

Yavapai County is considering a new north-south route to connect Cornville Road to State Route (SR) 260 in the area bounded by Cornville Road, Interstate 17, State Route (SR) 89A, and State Route 260 (see study area map).



The new route has been in Regional Transportation Plans for years, and is intended to:

- Meet existing and future travel demand
- Improve emergency access and response times
- Provide an alternate route for Verde Valley residents
- Improve access for jobs, shopping, and health services

- Enhance economic development opportunities
- Provide an alternative when I-17 is closed
- Increase access to recreation

Yavapai County Public Works Staff and their Consultants will be providing the Town of Clarkdale with an update on the Status of the project and provide an introduction to the scoping phase of the project.

This phase is for the study team to obtain input from the stakeholders, including the public, on the project study area, the need for the project, and any areas the team should avoid in development of the alternatives.

Roger McCormack, Yavapai County Public Works and Phyllis Davis, Jacobs Engineering Consultant, presented information in the form of a PowerPoint on this topic to Council and entertained questions and comments.

Mayor Von Gausig noted that where the bridge is proposed to be built would be an ideal spot for a river access point and also should allow people to use the bridge. Referred the presenters to Central Yavapai Highlands Water Resource Management Study (CYHWRMS).

Vice Mayor Dehnert was informed of the breakdown of the project budget costs and what Yavapai County costs would be for the road. The total project was estimated to be \$29.3 million. The bridge would cost approximately \$22 million depending on the road placement and length. The road construction would be approximately \$3 million, leaving approximately \$4 million toward the road cost to be paid from Yavapai County ½ cent sales tax.

Councilmember Regner was told that the environmental assessment was not done as part of the originally planning process as it was not yet required. It only became a mandatory piece of the process once the federal funding was awarded. It should be complete in September, 2020.

Action: This is a Presentation Only. No specific recommendations are made by staff. Council will have the opportunity to ask questions and provide input to the County and the Design Team.

WORKSESSION REGARDING RESULTS FOR THE DOWNTOWN PARKING STUDY

– A worksession focusing on results of the Downtown Parking Study conducted in-house.

During events held in the downtown area it has been noted parking opportunities are limited. In addition, potential developers of the commercial building located along Main Street and the surrounding areas have expressed concerns about developing these buildings due to the limited availability of parking spaces.

During the FY 2018/2019 budget discussion, the Town Council directed staff to evaluate alternatives within the existing roadway sections to allow for additional parking opportunities.

In order to evaluate parking solutions, the staff of the Public Works-Utilities Department deployed several traffic counters along Main Street just east of 9th Street and along Clarkdale Parkway just west of Sunset to determine the primary path of the traffic into the downtown area. Based on the traffic count collected for a period of two weeks, it was determined that the majority of the traffic into downtown does enter from Clarkdale Parkway.

As the next step in the process, we evaluated available street cross-sections to determine available space for parking configurations. Generally, angled parking provides the highest space count per frontage. As a tradeoff, angled parking requires more street width. Main Street would need to be converted to one-way traffic only as there would not be any room to allow for two-way traffic patterns.

Parking Design Concept Number 1 (PDC1) depicts this design and resulted in a total of 270 parking spaces. This is 168 additional parking spaces above the existing 102 parking spaces in the downtown primary area. However, PDC1 is more costly and will restrict the traffic on Main Street. As such, the plan was revised to continue the two-way traffic on Main Street. This plan, Parking Design Concept Number 2 (PDC2) will not yield as much additional parking as PDC1 but is the least restrictive.

Utilities-Public Works Director Maher Hazine presented information on this agenda item to Council.

Discussion followed regarding the traffic patterns and issues for both Design Concepts. Hazine stated he received public comment that opposed the first Design due to speeders that may miss a corner and hit parked cars or perhaps even children playing in the area. Hazine will sit down and speak with this citizen directly as he stated he will do with any other individuals that may have questions or concerns.

Further discussion included filling the triangular piece of land off Sunset for additional parking. Hazine stated that though that idea had been researched the cost would be more than current available funding. He stated the initial work that would be done would include lower cost options such as striping, signage and ADA parking.

The Council agreed PDC1 should be eliminated from consideration. They also agreed that the time has come to begin this process. Parking on Main Street is often full.

Action: This is a worksession only. Staff is seeking input from Council related to this matter. The next step in the process is to hold public meeting with area businesses and residents to get feedback. We will bring our final recommendation back to Council for formal approval.

USDA RURAL BUSINESS DEVELOPMENT GRANT (RBDG) APPLICATION –
Discussion and possible action regarding submission of an application for a USDA Rural Business Development Grant (RBDG) to fund street and parking improvements in the Central Business District.

Staff is preparing a grant application for a USDA Rural Business Development Grant (RBDG) requesting funds to cover parking and street improvements in the Central Business District. Improvements include development of ADA parking spaces and pathways, new signage and new pavement striping.

According to the grant announcement, RBDG is a competitive grant designed to:

‘aid local governments in providing targeted technical assistance, training and other activities leading to the development or expansion of small and emerging private businesses in rural areas.’

Per the documents for the grant application, funds may be used for ‘construction, conversion, and renovation of access streets and roads and parking areas’.

Several discussions with potential tenants interested in locating their businesses in the Central Business District have identified parking issues as an obstacle to selecting Main Street.

The Public Works Utilities Director has begun working on a parking study for the Central Business District and has already identified necessary capital improvements.

No matching funds or in-kind match is required. Awarded funds must be used within one year of the award.

Staff is recommending requesting \$30,000 from the grant for these improvements. The grant application deadline is March 29, 2019 by 4:30 p.m.

Planning Manager Beth Escobar presented information on this agenda item to Council. She stated that three letters of support are required and she will be requesting those from three of the local business people.

Action: Approval from Council to submit this grant application.

Motion: Councilmember Buckley

Second: Councilmember Hunseder

Vote:

Voting Member	Aye/Nay
Council Member Scott Buckley	Aye
Vice Mayor Richard Dehnert	Aye
Council Member Debbie Hunseder	Aye
Council Member Bill Regner	Aye
Mayor Doug Von Gausig	Aye

CLARKDALE HOUSING ANALYSIS – A discussion and possible action regarding the availability of diverse housing stock in Clarkdale.

Important components of resilient, sustainable communities include employment opportunities, community facilities, good public schools and an adequate supply of housing that is affordable and accessible to multiple segments of the population.

Clarkdale has several of these important components in place, including great public schools, outstanding public facilities and a public transportation system that has proven to have the ability to scale up as our population expands.

Staff has been directed to provide a snapshot of the current housing market in Clarkdale to assess the resiliency of our community.

There are many components that make up the housing picture in Clarkdale.

Affordability

During the pillar meetings for the 2018 Economic Development plan staff heard from local business owners and entrepreneurs that finding housing that is affordable for employees and staff members is a challenge.

The Department of Housing and Urban Development considers families who pay more than 30 percent of their income for housing to be cost burdened and maybe challenged to afford other necessities¹. This is not to be confused with requirements for qualifying for a home loan which are general based on calculations determined by the banking industry and loan companies.

Ownership:

The average annual median income in Clarkdale is \$46,851². A median is the middle number of a group of numbers, so fifty percent of Clarkdale residents make \$46,851 or below and fifty percent make more than this number. Clarkdale's median income number is twelve percent lower than the national average. Using the HUD formula, affordable housing for Clarkdale's median income would be a home price of \$156,170.

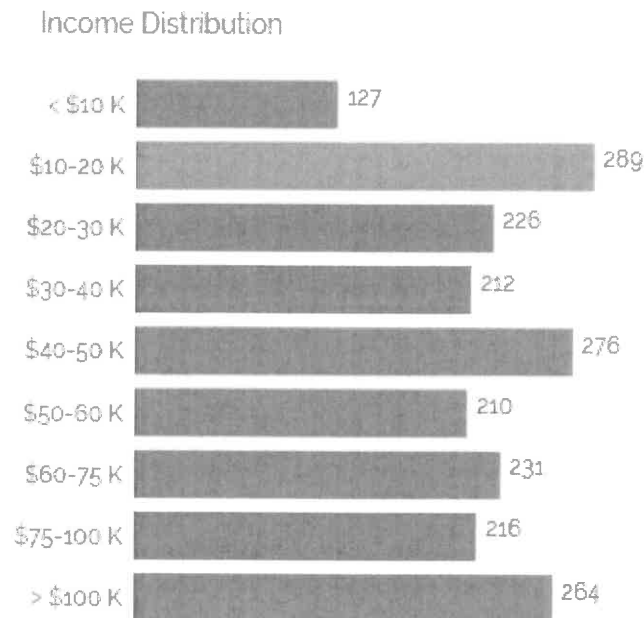
Income Distribution³

It is interesting to note that the largest number of wage earners fall within the \$10-20 thousand annual salary category. The second largest category is \$40-50 thousand annual income. Also important to note are other barriers to home ownership, such as lack of a credit history and a disproportionate debt to income ratio.

¹ HUD.gov / U.S. Department of Housing and Urban Development (HUD)

² Arizona Zoom Prospector Clarkdale Community Profile

³ Arizona Zoom Prospector Clarkdale Community Profile



As of March 1, 2019 the median home price in Clarkdale was \$323,868⁴. This number fluctuates monthly and has been increasing steadily over the past year. In June 2018 the median home price in Clarkdale was \$251,500.

Rental:

Apartment rental rates in Clarkdale start at \$700 per month and go to \$1,200 per month. Rents vary per location, unit size and number of bedrooms.

The monthly house rental cost in Clarkdale range from \$1,300 to \$1,800.

Affordable monthly rent for the median average wage of \$46,851 in Clarkdale is \$1,100.

Conclusion: There is an affordability challenge in the current market for people making the median annual wage or below.

Availability

Clarkdale has a wide variety of housing choices, including apartments, duplexes, manufactured homes and site-built homes. The majority of apartments in Clarkdale were constructed in the 1980's & 90's. Patio Park has older rental units constructed early in the 20th century. At the time of this report, no rental apartments were available in Clarkdale and two homes were available, one 3 bedroom/ 2 bath manufactured home in Mingus Shadows for \$1,300 per month and one 3 bedroom/2 bath home in Foothills Terrace for \$1,495 per month.⁵ Staff has observed this lack of rental units has been a consistent trend over the past two years.

New home construction continues with 177 new homes being built in Clarkdale since 2013. The majority of new homes are built for specific homeowners or sold before construction is completed.

⁴ Clarkdale AZ Home Prices & Home Values | Zillow

⁵ Rental Listings in Clarkdale AZ - 2 Rentals | Zillow

Many new residents have a problem securing rental housing while they are waiting for their new homes to be completed.

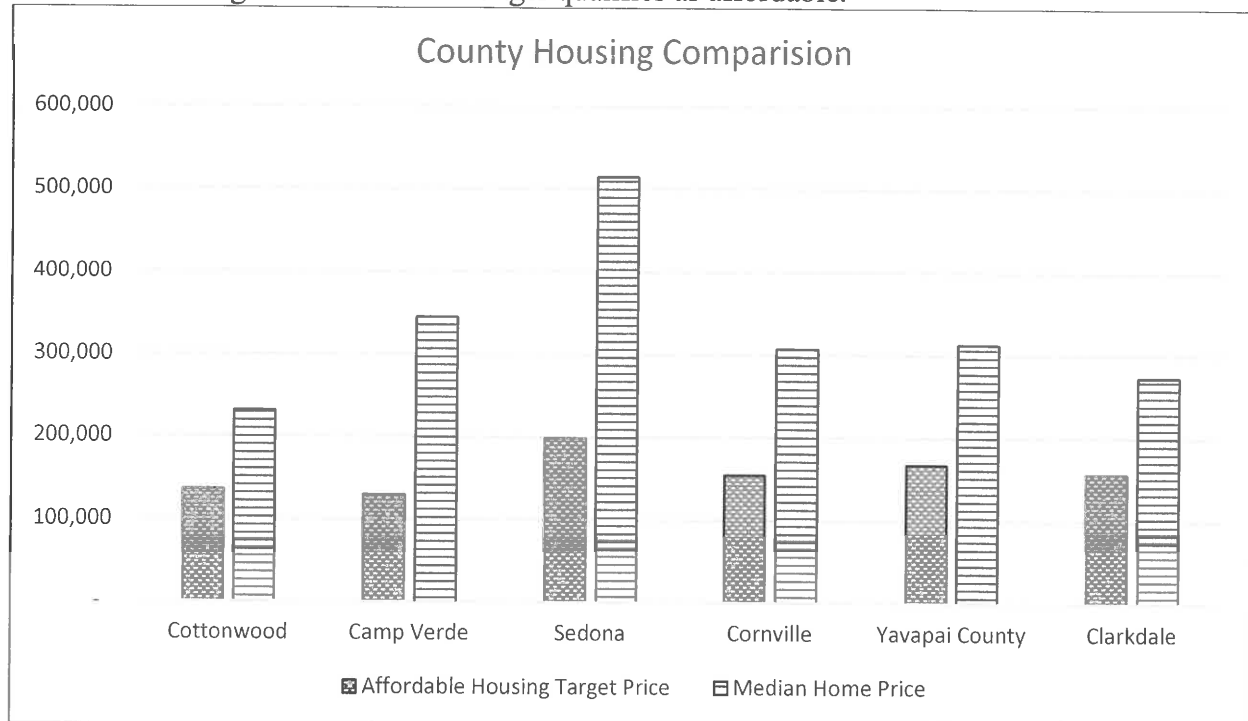
In addition, there were 38 homes for sale in Clarkdale listed for sale on the Zillow.com website at the time of this staff report ranging in price from \$105,00 for a unit in Lampliter Village to \$459,000 for a home in the Palisades neighborhood. At the time of this report there were five homes for sale with a listing price under \$150,000, all manufactured homes. In the price range of \$150,000 to \$175,000 there were two manufactured homes listed for sale. Eight homes had a list price of \$300,00 or more.

Conclusion: The lack of available apartment and home rentals creates a challenge for residents who cannot afford a home purchase and residents in need of temporary housing. There is also a lack of available housing in the affordable spectrum for residents making the median wage.

Regional Comparison

Zillow, which bases its data on real estate listings and sales, describes the housing market in all of Yavapai County as 'Very Hot' and a seller's market. According to a February 8, 2019 press release from the Yavapai County Assessor, the current median sales price in Yavapai County is \$312,873, up 14 percent since 2017. Yavapai County also has a higher cost of living compared to the rest of the nation⁶. This can impact homeowners directly in terms of utility costs and other life necessities.

Sedona has the highest median house price in the region at \$514,700.⁷ This is the highest priced market in the area and 12 percent above the affordable range of the median wage. Ten years ago, the assumption was that the surrounding communities would provide workforce housing for employees working in Sedona. According to the HUD formula, the majority of available housing in the surrounding communities no longer qualifies as affordable.



⁶ Bestplaces.net

⁷ Zillow.com

As evident by a review of current major news headlines, housing issues are pervasive throughout the country. Several states, such as Washington and California, are taking legislative steps to guarantee the availability of affordable housing.

Factors behind housing prices

Several diverse factors add to housing prices:

- Cost of materials and shipping. These are slightly higher in Clarkdale due to distance from the supply chain.
- Shortage of materials. Home prices increase after natural disasters such as hurricanes and fires that directly affect construction supplies.
- Labor shortage within Yavapai County. Labor costs may be higher when contractors need to recruit skilled workers from the Phoenix area and even as far away as the mid-west and California.
- Housing sales continue to be robust throughout the Verde Valley. Housing costs in the Verde Valley are lower than in many states such as California and Illinois.
- Clarkdale is a desirable place to live with great schools and a great sense of community.

One factor affecting available rentals is the Arizona State regulations relating to the operation of an AirBnB and vacation rentals. The hands-off approach mandated by state laws encourages homeowners to convert rentals to transient housing where a bigger profit can be made. Currently, staff is aware of ten homes used as B & B's or vacation rentals. Although this is not a large number, it does mean these homes are removed from the rental pool.

Impacts

There are widespread impacts related to a paucity of housing choices. The community is becoming more stratified with an average median age of 55.9. Over thirty percent of Clarkdale's population is 65 years of age or older. Part of this is related to the attractiveness of the community to retirees. However, it is also a reflection of the challenges for young families to gain entry into the housing market.

Lack of affordable housing leads to a smaller potential employee base. A small workforce number discourages new businesses from locating in Clarkdale. Many existing businesses struggle with maintaining a steady workforce.

Lack of housing availability and affordability impact both low and moderate-income segments of the community. This is generally the segment of society that serves as workforce.

The lack of rental housing is particularly difficult for people who are making transitions in their lives, moving from school into the workforce or from the workforce to retirement. Often in these cases it is challenging to have the necessary funds to make a down payment on a home purchase or to qualify for a home loan.

Households that are operating on short margins to afford housing have little discretionary funds to spend on dining out or entertainment. This has a direct negative impact on local businesses.

One growing issue in Clarkdale is the lack of senior housing. Many of our older residents would like to move out of their large homes where they raised their families into a smaller, more efficient, less labor-intensive home. This is one reason the town homes and patio homes being built in our community are so popular. However, for people with smaller incomes, there are no options such as senior living apartments available in Clarkdale.

A wide variety of housing choices helps to create a strong, diverse community.

Town's Role:

Clarkdale was founded as a company town to provide housing to the workforce of United Verde Copper Company. This attribute has remained a part of Clarkdale's character. The 2012 General Plan, the community adopted blueprint for how Clarkdale grows and develops, specifically addresses housing in a separate element. This is a reflection of the importance of this issue to the residents. Goal 10.2 of the Housing Element states:

'Promote equal opportunity for all residents to live in the housing of their choice.'

Workforce development is called out as a specific goal of the 2013 Sustainable Community and Economic Development Plan. A variety of housing options is a critical component to attracting workforce to our community.

There are several policies and regulations already in place to help encourage development of a wide variety of housing types:

- 2017: Adoption of the Transfer of Development of Rights Ordinance enabling the best and highest uses of properties.
- 2018: Adoption of the Central Business District Plan encouraging multi-use development in the downtown area.
- 2018: Adoption of sustainable guidelines that, if instituted, lower the total cost of home ownership by reducing utility costs.
- 2018: Development of a policy stating homes on a permanent foundation, connected to utilities, are determined to be site built. This allows for construction of modular and 'tiny homes' in residential zones when not prohibited by deed restrictions.
- Outreach to affordable home developers, including production of a 'Available for Residential Development Map'.
- Identification of resources available in the region, including through NACOG, that help individuals purchase homes.

Possible Solutions:

As previously mentioned, efforts are being developed nationally to address what is commonly referred to as a 'housing crisis'. Community Development staff, in conversations with developers, continuously articulates the housing needs of our community. Since this is a market driven problem, staff believes the Town needs to develop local solutions.

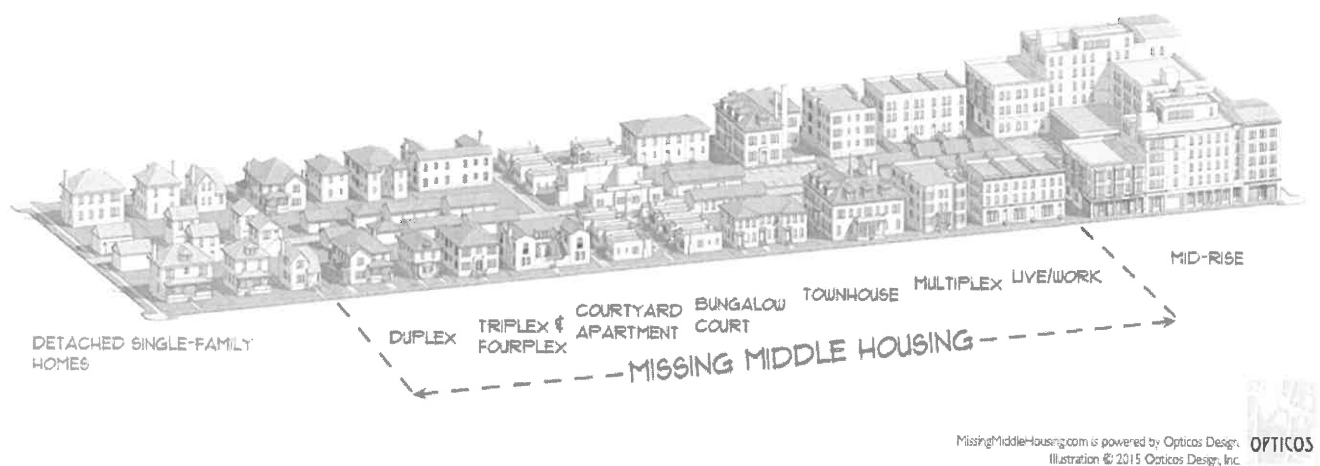
A possible solution could be private public partnerships where one party provides land; another party provides material or other resources. For example, staff has met with Danny Brown, superintendent of Clarkdale Jerome School, and heard firsthand the challenges of retaining staff

who struggle to find affordable housing in the area. A potential partnership with the school to develop affordable homes on their property could address this specific need.

A second possibility is using land owned by the Town in the industrial area to incentivize multi-family development.

Possible additional changes to the Zoning Code might be considered. One option is to adopt an Accessory Dwelling Unit (ADU) ordinance allowing additional dwelling units. Another option is to explore adopting a fractional zoning ordinance. This concept allows for a number of dwelling units on one property as long as the maximum lot coverage, calculated based on all levels of structures, is not exceeded. Any type of code change increasing neighborhood density would need to be carefully examined and supported by the community.

Development of neighborhood plans that encourage a variety of housing choices illustrated by the Missing Middle Housing is a concept introduced in 2010 by architect Daniel Parolek (Oracle Design Inc. Berkeley, CA):



This concept incorporates a variety of housing choices and encourages walkability and bikeability to commercial areas.

Next Steps

Staff is recommending inclusion of a housing element in the 2022 General Plan. This would allow for an in-depth community discussion about the current state of housing in Clarkdale and possible methods for creation of a more stable, diverse housing stock.

Community Development staff will continue to encourage and seek out housing diversity as part of our general philosophy.

Planning Manager Beth Escobar presented information on this agenda item to Council and requested Council input with regard to proceeding from this point. They could pursue further ordinance changes, public/private partnerships, get feedback from the community or other specific ideas and direction.

Escobar stated that they spoke with Bent River who stated they would expand if they could hire 4 - 5 employees but can't find them due to unavailable housing. Dollar General also stated they could add 5 more staff if housing were available.

Town Manager Mabery noted that as an example the Town Police Department deals with this issue. Our officers must be within a specific response time when they are on duty. One of our officers has to rent an apartment and share with multiple other officers from other agencies so he can be compliant with that requirement affordably. His home is outside the Verde Valley.

Discussion followed about the reasons for the housing problem, how to attract homebuilders that would help to fill this need. Councilmember Hunseder stated that her recent Verde Valley Regional Economic Organization meeting focused on these same issues of retaining a solid workforce and providing affordable housing. All housing, not just affordable housing, is an issue and it is a nationwide problem. Representatives from developers, the medical community, the hospitality industry and other leaders were there.

Addressing the Mayor's question as to why the market is not addressing these issues, Community/Economic Development Director Jodie Filardo Section 8 Housing and stated that it is subsidized through federal programming and must be within short distance to grocery stores that provide fresh fruit, veggies and meats. She noted that we don't have that in Clarkdale, however we do have some assets that if we work creatively with multiple partners we might be able to come up with some solutions. There are people who have tiny home projects but don't have the land. The Clarkdale-Jerome School has a stretch of land along Third South that wouldn't be suitable for school buildings but would work great for tiny home development. There is water and sewer infrastructure located there as well. We have ways of dealing with these issues if we can look at them creatively. Municipalities have formed housing development authorities. There are ways to partner with people and groups like the USDA that are interested in forming workforce oriented housing. We need to get some infrastructure pieces to be able to go after some of those things with Council support. In August we will be having another 50 or so more people coming for the United Verde Soil Program who will need housing. Additionally, Filardo stated that more and more RV Parks are opening up partly as ways to address housing needs. We need to act and cannot wait for someone else to fix these issues.

Escobar stated that ordinance changes will require a lot of thought and we have to be careful that we are solving the problem we identified and not creating additional difficulties.

Council direction: Pleased with the action staff has taken so far and encourages and supports them continuing to pursue options and bringing further information and recommendations back to them.

THE 2022 GENERAL PLAN PROCESS INCLUDING PROPOSED ELEMENTS AND THE PUBLIC PARTICIPATION PROCESS– A discussion and possible action regarding the 2022 General Plan and direction on the elements to be included and the public participation process to be adopted.

Arizona Revised Statutes (ARS) 9-461-06 requires every municipality in Arizona to adopt a general plan which includes a statement of land development policies and objectives for growth and redevelopment. The Clarkdale General Plan currently in effect was voter approved in 2012.

Term of a General Plan

Per ARS Section 9-461-06.K the term of a General Plan is 10 years. Before the expiration of this ten year period, a community may choose to readopt the same plan, amend the existing plan, or adopt a new plan. In staff's opinion, significant changes in the Clarkdale community, including the infusion of new residents in Mountain Gate and Crossroads at Mingus subdivisions over the past ten years merits the adoption of a new plan.

Required Elements

The following elements are required to be included in every Arizona community's General Plan:

1. Land Use
2. Circulation

For towns with population over 2,500 and less than 10,000 the following elements are also required:

3. Open Space
4. Growth Area
5. Environmental Planning
6. Cost of Development
7. Water Resources

Per state statute, for communities with less than fifty thousand residents, there are optional elements that a community may include:

- Conservation
- Transportation
- Housing

Staff is recommending that along with the seven required elements, we include a Housing Element. Housing is a critical component in planning a resilient community. The 2012 General Plan includes a housing element.

The 2012 General Plan includes a chapter on Sustainability. This was a conscious choice to focus discussions towards the adopted guiding principle of the Town. Much work has been done since the 2012 plan was adopted to interweave this principle into all Town decisions. For the 2022 plan, staff is suggesting that instead of having a separate Sustainability Element, each segment should have a component that addresses sustainability. This would provide further integration of the guiding principle.

Public Participation Plan

A general plan serves as a community guide for the future. As a document adopted through an election it must address the consensus of the community for how Clarkdale should develop and grow over the next ten years.

Per ARS. Section 9-461-.06.C.1 the Town is required to adopt written procedures to provide effective public participation prior to the election that provides for:

- Broad dissemination of proposals and alternatives
- The opportunity for written comments
- Public Hearings after effective notice
- Open discussions, communications programs and information services
- Consideration of public comments

Staff is proposing a series of meetings on each element to be incorporated into the plan. These meetings would be modeled after the Economic Development stakeholder meetings held in March and April of 2018. This format proved to be very successful with a good turnout and excellent public input. In each of these meetings, after a brief introduction by staff, attendees would be asked to provide input specific to each general plan element. For some elements a speaker's panel could be used to provide subject matter expertise prior to the general discussion. Comments would then be discussed by the group. Staff would channel this input into the narrative for each element. In addition, a kickoff meeting and a wrap up meeting are also proposed.

This approach differs from the process used in 2012 which was structured with a General Plan Steering Committee and separate focus groups. Although this process generated an excellent document, the hope for the revised format is that community participation would be increased. The meeting process proposed allows staff to hear directly from the community.

Under the new public participation plan proposed, regular updates would be given to the Planning Commission as the meetings progress. Regular updates could also be provided to Town Council if so directed.

A second strategy to increase participation is to hold the element meetings in locations out in the community, rather than using Town facilities for every meeting.

The development of electronic, interactive methods for participating in the General Plan process are also being explored in the hopes of engaging more citizens in the process. Our reliance on smart phones and tablets as a news source and for social interaction is one of the biggest changes that has occurred since 2012. Provide a method for safe, quick digital access has been proven to be a successful strategy for public engagement.

If Council supports these concepts, staff will draft a public participation document for consideration at a future meeting.

Planning Manager Beth Escobar presented information on this agenda item to Council.

Discussion followed regarding ways in which we might encourage community participation.

Council directed staff to include the seven elements as outlined in the staff report and include a housing element. Council also supported direct public outreach including a hybrid approach utilizing a steering committee model and focus meetings. Council further directed staff to come back to the Council with a specific public participation plan.

FUTURE AGENDA ITEMS - Listing of items to be placed on a future council agenda.

ADJOURNMENT: Without objection Mayor Doug Von Gausig adjourned the meeting at 5:22 P.M.

APPROVED:



Doug Von Gausig, Mayor

ATTESTED/SUBMITTED:



Mary Ellen Dunn, Town ClerkCERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the regular meeting of the Town Council of the Town of Clarkdale, Arizona held on the 26th day of March, 2019. I further certify that meeting was duly called and held and that a quorum was present.

Dated this 9th day of April, 2019.

SEAL



Mary Ellen Dunn, Town Clerk